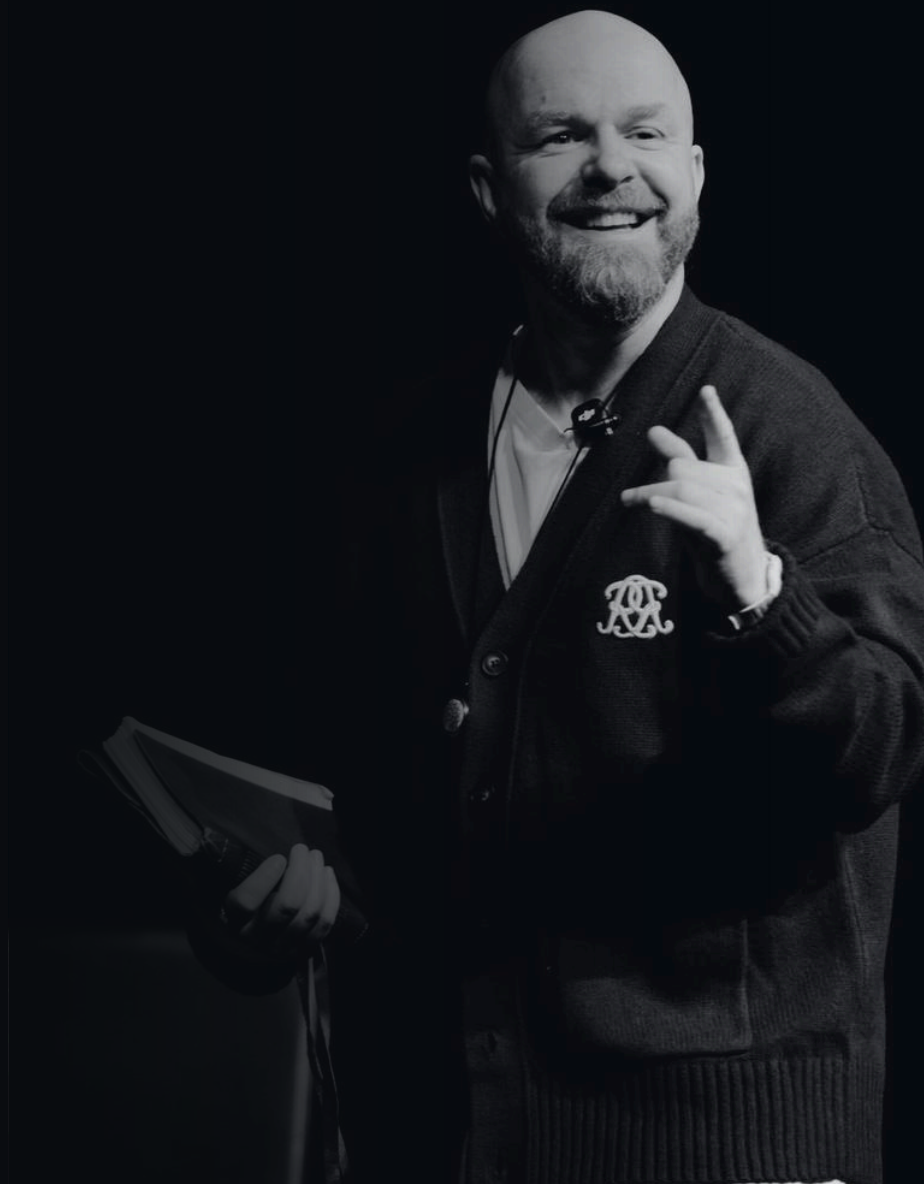


— FOR COMPANIES

The Credo *Experience*

A twelve month programme for your own people, built on the five CREDO pillars.



We don't become more capable by being told what to think. We become more capable when we begin to *see differently*.

A single talk can change how a room feels for a day. The Credo Experience is built for what happens after: **a year with one group of people**, so the change holds.

Inside the professional game before he could vote. *Over by twenty-one.*

Luke Staton played for Blackburn Rovers and Bolton Wanderers, and for England at youth level. When football ended he went back to his old bedroom and a job on a building site. **What he built from there is the work.**

250,000⁺

Young people reached

10⁺

Years of his schools
programme, since 2015

TEDx

Speaker, TEDxDoncaster

Credo

Author of the illustrated book

Credo means “I believe”. *Five things hold it up.*

C

Character

Knowing who you are and what you stand for.

R

Resilience

Getting back up when the plan changes.

E

Entrepreneurship

Seeing what is possible and acting on it.

D

Drive

The effort and energy to keep going.

O

Opportunity

Spotting the open door and walking through it.

Shaped around *your year*.

- 01 A conversation first: your people, your year, the change you want to see.
- 02 A launch in the room, with Luke live and everyone together.
- 03 Sessions through the year for teams and leaders, in person and online.
- 04 A close: what changed, in your people's own words.



Begin with a keynote, *or with the full year.*

After the dream ends

LEADERSHIP · TRANSITION

How to rebuild direction when the future you planned disappears.

The 3 E's

TEAMS

Effort, energy and enthusiasm, turned into performance and connection.

Belief, potential, possibility

LEADERS · CONFERENCES

Build environments where people act on their potential.

Become your own inspiration

GRADUATES · EARLY CAREERS

Self-belief, resilience and the courage to imagine a different future.

Keynotes run 45 to 60 minutes for 100 to 1,000 and more. Workshops run 90 minutes for 20 to 40.

Every one is built around the room.

What companies *say afterwards*.

“He posed reflective questions, created a safe and respectful environment, and gave our group meaningful and tangible action points.”

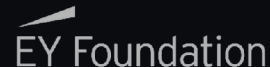
SAM DOWNER
OPERATIONS MANAGER, VITA
HEALTH GROUP

“He empowered everyone in the room, a group who were all strangers before the session, to stand up and present.”

MEGAN YOUNG
PROGRAMME LEAD, EY
FOUNDATION

“Today we are one of the largest HubSpot agencies in the world. He still leads our annual events.”

MARK BYRNE
FOUNDER, XGROWTH ·
CLIENT OF EIGHT YEARS



— ONE MORE THING A COMPANY CAN DO

Put the same work *into a school.*

One partner can fund a school programme outright, roughly a thousand young people per school, so the school pays nothing.

25

Schools funded by the FatFace Foundation

25,000

Students reached through that one partnership



— NEXT STEP

Tell us about *your people*.

luke@lukestaton.com

No brief needed. Tell us who is in the room, what your year looks like and the change you want to see. Fees depend on format, audience and travel, and you will get a clear quote.